

Message Text

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ACTION EB-08

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E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: COUNTRY COMMERCIAL PROGRAM: PRELIMINARY 1979 INPUTS
FOR SWEDEN

REF: STATE 044899

1. POST PROJECTS FOLLOWING CAMPAIGNS FOR FY-79 CCP;
CAMPAIGN 1, PRIORITY 1; LABORATORY, SCIENTIFIC AND
ENGINEERING INSTRUMENTS. ALTHOUGH US EXPORTS ARE GRADUALLY
INCREASING THEIR SHARE OF MARKET, ROOM FOR IMPROVEMENT STILL
EXISTS, PARTICULARLY WITH RELATION TO GERMAN IMPORTS. STC
EXHIBITION PLANNED FOR FALL 1978.

CAMPAIGN 2, PRIORITY 2: ENERGY CONVERSION AND ENERGY SAVING
EQUIPMENT. INCREASING DEMAND FOR MORE EFFICIENT HEATING AND
COOLING SYSTEMS, AND FOR EQUIPMENT USING ENERGY SOURCES OTHER
THAN FOSSIL FUELS, IS ALREADY BEING DEMONSTRATED. INVESTMENTS
OF PUBLIC AND PRIVATE FUNDS FOR RESEARCH AND APPLICATION WILL
GREATLY INCREASE IN NEXT 3-5 YEARS. APPROPRIATE PROMOTIONS
TO FOLLOW NOV 1977 "CLIMATE CONTROL" EXHIBITION AT STC WILL
BE INVESTIGATED.

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CAMPAIGN 3, PRIORITY 3: COMPUTERS AND PERIPHERAL EQUIPMENT.
ALTHOUGH US C/PE IS CLARLY THE MARKET LEADER IN SWEDEN, THIRD
COUNTRY COMPETITION WILL BECOME STRONGER. PROMOTIONS WILL
INTRODUCE NEW PERIPHERIALS AND SOFTWARE AND CONCENTRATE ON
DEVELOPING MARKET FOR NEW APPLICATIONS.

CAMPAIGN 4, PRIORITY 4: ELECTRONICS. THE US IS SWEDEN'S LEADING

SUPPLIER OF COMPONENTS, BUT THIS WILL NOT CONTINUE WITHOUT EFFORT. AN EXHIBITION IS PLANNED FOR STC IN FY-79. GROWING AREAS LIKE MICROPROCESSORS SHOULD HAVE CONCENTRATION.

CAMPAIGN 5, PRIORITY 5: URBAN AND INTER-URBAN TRANSPORT EQUIPMENT. SWEDEN IS KEEN FOR NEW TECHNOLOGY IN TRANSPORTATION WHICH IS MORE EFFICIENT, LESS POLLUTING, AND LESS CONGESTING. APPROPRIATE PROMOTIONAL EVENTS WILL BE INVESTIGATED.

CAMPAIGN 6, PRIORITY 6: CONSTRUCTION EQUIPMENT AND BUILDING MATERIALS. US CONSTRUCTION MACHINERY HAS STRONG REPUTATION WHICH COULD BE FURTHER EXPLOITED. US BUILDING MATERIALS ARE BECOMING INCREASINGLY PRICE COMPETITIVE TO ADD TO DESIRABILITY FROM DESIGN VIEWPOINT. EFFECTIVE PROMOTIONAL EVENT MUST BE RESEARCHED.

CAMPAIGN 7, PRIORITY 7: SAFETY AND SECURITY EQUIPMENT. THIS CLARLY IS AREA WHERE US HAS TECHNOLOGICAL LEADERSHIP; RESIDENTIAL, COMMERCIAL AND INDUSTRIAL MARKETS ARE EXPANDING RAPIDLY IN RESPONSE TO GROWING NEED FOR PROTECTION. MORE SPECIALIZED PROMOTIONS MORE OFTEN ARE EXPECTED TO BE NECESSARY.

2. IF MARKETS AND TRADE CENTER EVENT PLANNING CHANGE, THESE ALTERNATE CAMPAIGN THEMES COULD BE CONSIDERED: PRODUCTION PROCESS CONTROL, FOOD PROCESSING EQUIPMENT, PACKAGING AND MATERIALS HANDLING EQUIPMENT, METALWORKING AND INDUSTRIAL ASSEMBLY EQUIPMENT, BUSINESS AND OFFICE EQUIPMENT.

3. OTHER SPECIAL POST EFFORTS ARE PROJECTED AS FOLLOWS:
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ACTIVITY 1, PRIORITY 8: FOLLOW-UP TO FY-78 CAMPAIGNS. THOSE PREVIOUS CAMPAIGNS WHICH ARE NOT CONTINUED INTO THE NEW YEAR STILL NEED FOLLOW-UP IF GAINS ARE TO HAVE LASTING EFFECT.

ACTIVITY 2, PRIORITY 9: VISIT USA, IMPRESSIVE US TOURISM GAINS FROM SWEDEN CORRESPONDED WITH INCREASED STC AND USTS ATTENTION TO THIS ACTIVITY IN 1976-77. PERIODIC PROMOTIONS ARE EXPECTED TO BECOME REGULAR FEATURE OF STC PROGRAM.

ACTIVITY 3, PRIORITY 10: MAJOR PROJECTS. NEW INVESTMENT PLANNING WILL BE WATCHED CAREFULLY, ESPECIALLY IN PETROCHEMICALS AND ENERGY SYSTEMS DEVELOPMENT.

ACTIVITY 4, PRIORITY 11: IN-STORE PROMOTION PROGRAM. PREVIOUS PROMOTIONS HAVE BEEN EFFECTIVE; REPEATS AND NEW LOCALES WILL BE INVESTIGATED.

4. THESE PROJECTIONS ASSUME CURRENT LEVEL OF STAFFING IN ECON/COMM SECTION AND STC, AS WELL AS EQUIVALENT LEVEL OF PROGRAM FUNDING.

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